Programme specification

1. Overview/ factual information

Programme/award title(s)	*Bachelor of Science* *Honours in Business Administration* *Pathway Entrepreneurial Management* *Pathway Marketing* *Pathway International Business & Finance* *Pathway Tourism*
Teaching Institution	*American College of Thessaloniki* *Business School*
Awarding Institution	*The Open University (OU)*
Date of first OU validation	*2013*
Date of latest OU (re)validation	*2018*
Next revalidation	*2023*
Credit points for the award	*360*
UCAS Code	*N/A*
HECoS Code	*N/A*
LDCS Code (FE Colleges)	*N/A*
Programme start date and cycle of starts if appropriate.	*Regular entry: September each year* *Regular annual cycle ends: mid-June* *Students may enter in January as well*
Underpinning QAA subject benchmark(s)	*a.* https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5 *b.* https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-events-leisure-sport-tourism.pdf?sfvrsn=c339c881_11

Other external and internal reference points used to inform programme outcomes. For apprenticeships, the standard or framework against which it will be delivered.	*N/A*
Professional/statutory recognition	*N/A*
For apprenticeships fully or partially integrated Assessment.	*N/A*
Mode(s) of Study (PT, FT, DL, Mix of DL & Face-to-Face) Apprenticeship	*PT, FT, Face-to-face*
Duration of the programme for each mode of study	*3 years (Levels 4, 5, 6)*
Dual accreditation (if applicable)	*NECHE (USA)*
Date of production/revision of this specification	*February 2023*

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in student module guide(s) and the students handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

2.1 Educational aims and objectives

The main aims and objectives of the program are:

- *to develop understanding, knowledge, competences, skills, values and where possible experience pertaining to the field of Business Studies.*
- *to stimulate the students' intellectual curiosity and to expand their horizon of knowledge.*
- *keeping pace with international developments while at the same time ascertaining their impact on the entrepreneurial communities of Greece and Southeast Europe.*
- *the provision of an education relevant to a range of work opportunities in the field of Business through a program which combines academic theory and the practical implementation of skills.*
- *to develop students' intellectual skills and foster a spirit of enquiry, and enterprise that will enable them to take their place either in further Academic study or to take up an appropriate position within their chosen profession.*
- *to provide students with an understanding of the theory, policy and practice of the business community.*
- *to equip students with knowledge and understanding which will allow them to see themselves as being productive citizens.*

Based on the experience of the past five (5) years we have decided to maintain the current structure of the existing four (4) pathways offered by the BSc (Hons) in Business Administration.

As a result, we will continue offering the following four (4) pathways: International Business & Finance, Entrepreneurship, Tourism, Marketing. Our primary goal remains to offer the right quality of educational environment to our enrolled students. We continuously evaluate internal and external parameters and developments and we may revisit this decision of the available pathways in the future.

2.2 Relationship to other programmes and awards (Where the award is part of a hierarchy of awards/programmes, this section describes the articulation between them, opportunities for progression upon completion of the programme, and arrangements for bridging modules or induction)
The program BSc (Hons) in Business Administration does not have an official relationship to any other programme or award. Nevertheless, the programme is designed and based in the educational experience that ACT has gained over all these years and with additional consultation with board members of the Federation of Industries of Northern Greece (FING), the Exporters' Association of Northern Greece (SEVE), Deloitte Greece (DT) and executives from the largest banks in Greece. In addition, our engagement with the tourism and hospitality industry has brought a new set of professional bodies on campus, such as SETE, Hotel Associations or the Thessaloniki Convention Bureau to name a few. FING and SEVE were very clear with regards of businesses for well-trained individuals that could help staff companies in an increasingly competitive environment. All their consultations were taken into account in the development of the programme as a whole.

2.3 For Foundation Degrees, please list where the 60 credit work-related learning takes place. For apprenticeships an articulation of how the work based learning and academic content are organised with the award.
N/A

2.4 List of all exit awards
ACT, and in particular, offers the following awards to its students: ● *Those completing the first year of the OU validated programme (level 4) is entitled to a certificate* ● *Those completing the second year of the OU validated programme (levels 4-5) is entitled to a diploma* ● *Students who complete 300 credits (120 at Level 4, 120 at Level 5, 60 at Level 6 excluding the two Senior Thesis (Mgmt 322 & Mgmt 323) modules are entitled to receive a BSc Ordinary in Business Administration* ● *Or transfer to BSc (Hons) in Business Administration*

Students who complete 360 credits (120 at Level 4, 120 at Level 5, 120 at Level 6 including the two Senior Thesis (Mgmt 322 & Mgmt 323) modules are entitled to receive a BSc (Hons) in Business Administration (360 Credits)

3. Programme structure and learning outcomes

(The structure for any part-time delivery should be presented separately in this section.)

Intended learning outcomes listed below:

Learning Outcomes	
3A. Knowledge and understanding	
Learning outcomes:	**Learning and teaching strategy/ assessment methods**
● *A1 Knowledge and understanding of the theory, methodologies and applications in the field of specialty of each pathway (specifically Entrepreneurial Management, Marketing, International Business & Finance, Tourism). How it is applied in achieving business organizations objectives.* ● *A2 Deepening their knowledge and enhancing their managerial capabilities in developing business strategy and business strategy implementation taking into account the organizational, governmental, institutional and societal factors.* ● *A3 Acquire quantitative reasoning thus being able to analyze information and measure the effectiveness of their choices*	*Modules taught feature a variety of summative and formative assessments. There is a progression from learning and understanding the theory to being able to relate to the business environment. The analysis, synthesis and application of theory is progressively done from level 4 to level 5 to level 6. This is achieved through lecturing, class discussion, guest lecturing, company visits, cases, real business projects, group work, presentations and research of sources. Each module specifies its teaching method and assessment. Students are expected to learn using the methods described above that combined address both the cognitive and experiential aspects of learning.*

Learning Outcomes	
3A. Knowledge and understanding	
● *A4 Knowledge and understanding of how their field of specialization (specifically Entrepreneurial Management, Marketing, Finance & International Business) relates to other business functions; the role of each of each function in the organization; the interrelationship of the functions in relation to achieving organizational objectives.* ● *A5 Knowledge and understanding of the role business organizations play in terms of economic and societal development.* ● *A6 (International Business & Finance) Knowledge and understanding of the international environment in which organizations operate; knowledge and understanding of the financial institutions, the financial services and their role in the economy; development and implementation of international business strategy; how the financial sector interacts with the business organizations and it contributes to organizational performance.* ● *A6 (Tourism) Knowledge and understanding of tourism and hospitality as a service and as a product; local and global trends; visitors' preferences; the creation and promotion of the destination product; various forms of tourism* ● *A6 (Entrepreneurial Management) Knowledge and understanding of the conditions, the elements required in engaging in entrepreneurial endeavours; the creation of effective strategic planning and managing growth; capitalize on opportunities and identifying and approaching financing sources.*	

Learning Outcomes	
3A. Knowledge and understanding	
● *A6 (Marketing) Knowledge and understanding of the different elements that comprise the function of marketing, their role in organizations, and how to integrate them in a single strategy; the role of marketing in the economy and how it affects consumers' choice and welfare.*	

3B. Cognitive skills	
Learning outcomes:	**Learning and teaching strategy/ assessment methods**
● *B1 Apply skills of critical analysis and reasoning on theories and business problems and examine and evaluate alternative approaches to them.* ● *B2 Develop the ability to combine information for problem solution relating to different organizational contexts.* ● *B3 Adept in thinking independently and taking initiatives in applying models for problem solving.* ● *B4 competence in the choice and use of complex and specialized material for advanced writing on an empirical project or a business plan*	*The use of cases, examples and projects are used along with the classroom discussion to develop cognitive skills. Students are encouraged to work independently and provide their own solutions to cases and real world problems. The questions in the examinations are progressively in levels 5 and 6 addressing these skills.*

3B. Cognitive skills	

3C. Practical and professional skills	
Learning outcomes:	**Learning and teaching strategy/ assessment methods**
• *C1 Write in a professional and comprehensible way* • *C2 Learn how to use information sources and technology* • *C3 Improve self management and organizational skills* • *C4 An ability to carry out an empirical study, or a business plan, involving various methods of data collection (experiments, observation, questionnaires, interviews etc), set up a major project and write an argument*	*The adherence to deadlines, project specifications, classroom discussion format is one way of teaching self management and organizational skills. In addition to the modules that teach technology for management and use of information sources, module requirements increasingly demand the use of technology, information sources and reporting at levels 5 and 6.*

3D. Key/transferable skills	
Learning outcomes:	**Learning and teaching strategy/ assessment methods**
• *D1 Develop the skills to make effective presentations that will communicate information, propositions, and justification, using the appropriate approach in relation to the situation and the audience.* • *D2 Apply new technologies in acquiring, analyzing and presenting information* • *D3 Develop planning skills that be applied in achieving individual and group work objectives;*	*The ACT General Education curriculum is predicated on transfer of communication and other skills across the four years of undergraduate study. In level 4 students are given literacy and IT training. Many modules in levels 4-6 include group projects. Students routinely are called upon to do formal and informal oral presentations, including as part of their senior (level 6) final project/thesis.*

Level 4 modules are common to all four (4) pathways

Programme Structure - LEVEL 4 Common to all pathways					
Compulsory modules	**Credit points**	**Optional modules**	**Credit points**	**Is module compensatable ?**	**Semester runs in**
MATH 115-Calculus *CS 151-Quantitative Computing* *MNGT 101-Introduction to Management* *ACC 101-Financial Accounting* *ECON 101-Introductory Macroeconomics* *ACC 102-Managerial Accounting* *MKTG 101-Introduction to Marketing* *ECON 102-Introductory Microeconomics*	*15* *15* *15* *15* *15* *15* *15* *15*	*N/A*		*No*	*Normally, 1st and 2nd year*

- *Exit Award: If the learning outcomes have been met, then the student is entitled to receive a Certificate of Higher Education in Business Administration: 120 credits at Level 4*
- *Or transfer to BSc (Hons) Business Administration*

Programme Structure - LEVEL 5 ***Pathway: Entrepreneurial Management***					
Compulsory modules	**Credit points**	**Optional modules**	**Credit points**	**Is module compensatable?**	**Semester runs in**
MNGT 201-Organizational Behavior *FIN 201-Financial Management* *BUS 241-International Business Law* *CS 201-Business Computing* *RES 299- Research Methods* *FIN 202-Entrepreneurial Corporate Finance* *MNGT 219-Entrepreneurial International Business* *STAT 205-Statistics I*	*15* *15* *15* *15* *15* *15* *15* *15*	*N/A*		*No*	*Normally, 2nd or 3rd year*

- *Exit Award: If the learning outcomes have been met, then the student is entitled to receive a Diploma of Higher Education in Business Administration: 240 credits (120 at Level 4, 120 at Level 5)*
- *Or transfer to BSc (Hons) Business Administration*

Programme Structure - LEVEL 5 ***Pathway: Marketing***					
Compulsory modules	**Credit points**	**Optional modules**	**Credit points**	**Is module compensatable?**	**Semester runs in**
Mgmt 201-Organizational Behavior *Fin 201-Financial Management* *Bus 241-International Business Law* *CS 201-Business Computing* *Mktg 200-Public Relations* *Stat 205-Statistics I* *Res 299-Research Methods* *Mktg 214-Advertising*	*15* *15* *15* *15* *15* *15* *15* *15*	*N/A*		*No*	*Normally, 2nd or 3rd year*

- *Exit Award: If the learning outcomes have been met, then the student is entitled to receive a Diploma of Higher Education in Business Administration: 240 credits (120 at Level 4, 120 at Level 5)*
- *Or transfer to BSc (Hons) Business Administration*

Programme Structure - LEVEL 5 ***Pathway: International Business & Finance***					
Compulsory modules	**Credit points**	**Optional modules**	**Credit points**	**Is module compensatable?**	**Semester runs in**
Mgmt 201-Organizational Behavior	15	*N/A*		*No*	*Normally, 2nd or 3rd year*
Fin 201-Financial Management	15				
Bus 241-International Business Law	15				
CS 201-Business Computing	15				
Res 299-Research Methods	15				
Stat 205-Statistics I	15				
Fin 202-Entrepreneurial Corporate Finance	15				
Mgmt 219-Entrepreneurial Int'l Business	15				

- *Exit Award: If the learning outcomes have been met, then the student is entitled to receive a Diploma of Higher Education in Business Administration: 240 credits (120 at Level 4, 120 at Level 5)*
- *Or transfer to BSc (Hons) Business Administration*

Programme Structure - LEVEL 5 ***Pathway: Tourism***					
Compulsory modules	**Credit points**	**Optional modules**	**Credit points**	**Is module compensatable?**	**Semester runs in**
MNGT 201-Organizational Behavior	15	*N/A*		*No*	*Normally, 2nd or 3rd year*
FIN 201-Financial Management	15				
BUS 241-International Business Law	15				
CS 201-Business Computing	15				
MNGT 203: Hospitality Management	15				
MKTG 201: Tourism Marketing	15				
MNGT 202: Destination Management	15				
STAT 205-Statistics I	15				

- *Exit Award: If the learning outcomes have been met, then the student is entitled to receive a Diploma of Higher Education in Business Administration: 240 credits (120 at Level 4, 120 at Level 5)*
- *Or transfer to BSc (Hons) Business Administration*

Programme Structure - LEVEL 6 ***Pathway: Entrepreneurial Management***					
Compulsory modules	**Credit points**	**Optional modules**	**Credit points**	**Is module compensatable?**	**Semester runs in**
MNGT 310-Human Resources Management *MNGT 322-Business Strategy I* *MGT 312-Operations Management* *MKTG 330-Consumer Behavior* *MNGT 323-Business Strategy II-Capstone Project (Thesis)* *MNGT 330-Entrepreneurship and Innovation* *MKTG 301- Marketing Strategy & Brand Management* *MNGT 341-Business in Greece and the EU*	15 15 15 15 15 15 15 15	*N/A*		*No*	*Normally, 3rd or 4th year*

- *Exit Award: Students who complete 300 credits (120 at Level 4, 120 at Level 5, 60 at Level 6 excluding the two Senior Thesis (Management 322 & 323) modules are entitled to receive a BSc Ordinary in Business Administration*
- *Or transfer to BSc (Hons) Business Administration (subject to validation)*
- *Students who complete 360 credits (120 at Level 4, 120 at Level 5, 120 at Level 6 including the two Senior Thesis (Management 322 & 323) modules are entitled to receive a BSc (Hons) Business Administration*

Programme Structure - LEVEL 6 ***Pathway: Marketing***					
Compulsory modules	**Credit points**	**Optional modules**	**Credit points**	**Is module compensatable?**	**Semester runs in**
MNGT 322-Business Strategy I	15	*N/A*		*No*	*Normally, 3rd or 4th year*
MKTG 324-E-Marketing	15				
MKTG 330-Consumer Behavior	15				
MNGT 312-Operations Management	15				
MKTG 301-Marketing Strategy & Brand Management	15				
MKTG 320-Marketing Research	15				
MKTG 318-Global Marketing	15				
MNGT 323-Business Strategy II-Capstone Project (Thesis)	15				

- *Exit Award: Students who complete 300 credits (120 at Level 4, 120 at Level 5, 60 at Level 6 excluding the two Senior Thesis (Management 322 & 323) modules are entitled to receive a BSc Ordinary in Business Administration*
- *Or transfer to BSc (Hons) Business Administration (subject to validation)*
- *Students who complete 360 credits (120 at Level 4, 120 at Level 5, 120 at Level 6 including the two Senior Thesis (Management 322 & 323) modules are entitled to receive a BSc (Hons) Business Administration*

Programme Structure - LEVEL 6 ***Pathway: International Business & Finance***					
Compulsory modules	**Credit points**	**Optional modules**	**Credit points**	**Is module compensatable?**	**Semester runs in**
MNGT 322-Business Strategy I	15	*N/A*		*No*	*Normally, 3rd or 4th year*
MNGT 312-Operations Management	15				
FIN 232-International Finance	15				
MNGT 341-Business in Greece and the EU	15				
FIN 220-Investment and Portfolio Management	15				
ECON 332-International Economics	15				
MKTG 318-Global Marketing	15				
MNGT 323-Business Strategy II-Capstone Project (Thesis)	15				

- *Exit Award: Students who complete 300 credits (120 at Level 4, 120 at Level 5, 60 at Level 6 excluding the two Senior Thesis (Management 322 & 323) modules are entitled to receive a BSc Ordinary in Business Administration*
- *Or transfer to BSc (Hons) Business Administration (subject to validation)*
- *Students who complete 360 credits (120 at Level 4, 120 at Level 5, 120 at Level 6 including the two Senior Thesis (Management 322 & 323) modules are entitled to receive a BSc (Hons) Business Administration*

Programme Structure - LEVEL 6 ***Pathway: Tourism***					
Compulsory modules	**Credit points**	**Optional modules**	**Credit points**	**Is module compensatable?**	**Semester runs in**
MNGT 322-Business Strategy I	15	*N/A*		*No*	*Normally, 3rd or 4th year*
MNGT 305: HR in Hotel & Tourism	15				
MNGT 303: Events Management	15				
MNGT 302: Revenue Management	15				
MNGT 460: Contemporary Project Management	15				
MKTG 303: E-Business for Tourism	15				
MKTG 320-Marketing Research	15				
MNGT 323-Business Strategy II-Capstone Project (Thesis)	15				

- *Exit Award: Students who complete 300 credits (120 at Level 4, 120 at Level 5, 60 at Level 6 excluding the two Senior Thesis (Management 322 & 323) modules are entitled to receive a BSc Ordinary in Business Administration*
- *Or transfer to BSc (Hons) Business Administration (subject to validation)*
- *Students who complete 360 credits (120 at Level 4, 120 at Level 5, 120 at Level 6 including the two Senior Thesis (Management 322 & 323) modules are entitled to receive a BSc (Hons) Business Administration*

Elective modules (outside OU curriculum): MKTG202-Services Marketing (5), ECON 242-Managerial Economics (5), MKTG212-Sales Marketing (5), MNGT307-Negotiations (5), MKTG302-Corporate Social Responsibility (6), MNGT308-Leadership Development (6), FIN301-Advanced Monetary Policy (6), MNGT306-Real Estate Management (6), FIN 210-Money & Banking (6)

4. Distinctive features of the programme structure

- **Where applicable, this section provides details on distinctive featurs such as:**
  - where in the structure above a professional/placement year fits in and how it may affect progression
  - any restrictions regarding the availability of elective modules
  - where in the programme structure students must make a choice of pathway/route
- **Additional considerations for apprenticeships:**
  - how the delivery of the academic award fits in with the wider apprenticeship
  - the integration of the 'on the job' and 'off the job' training
  - how the academic award fits within the assessment of the apprenticeship

The major goal of the program is to prepare students to enter into a professional career in the world of Business either in existing corporations or in creating their own. Our teaching mentality at the Bachelor of Science – Honours in Business program has always focused in contemporary business developments, so as to offer the right set of skills and knowledge to our students. This has been our unique selling point against other regional academic institutions, both private and public ones. Local employers have been consulted and helped in determining the pathways that could be useful to students in obtaining a career path. The teaching strategies have been developed in such a way as to make students not only to be able to understand, synthesize and critically evaluate theoretical applications and cases but also engage in real life business situations. This is done though guest lecturers, visiting companies and running projects for companies. As a result of these interactions quite often the graduates of the business program are preferred for employment because they have demonstrated in practice their abilities.

The use of the English language and the use of international examples and cases in our program are a distinctive advantage for employment to businesses that have international operations. Also, the fact that the Business program is accredited by a U.S. body (NECHE) and validated by a U.K. institution safeguards the fact that our Business School graduates are in tune with multinational corporations' needs and makes employment in other countries more feasible. Under this concept, the four pathways offered are addressing not only the human resource needs of the local business community but provide opportunities to graduates to work in other countries. Furthermore, many of our students are interested in starting their own business and this has led to the development of the Entrepreneurial Management pathway. Our program with its unique bicultural nature and its international focus and its experiential activities and business plan competition is uniquely positioned to service the needs of the students in the broader area of Northern Greece and the Balkans.

Another note should be made for the pathway in Tourism, which was introduced in the previous revalidation, five years ago. This has given the opportunity to graduates to pursue a career in the most heavily developing sector in the country, and the greater region. In fact, the tourism

industry has proven its resilience even during the extraordinary times of the covid-lockdowns that affected not only the domestic but all economies globally. At the same time, the undergraduate program has served as a pool for our post-graduate programme in tourism, which is highly recognized and respected especially due to its industry connections. Still, figures on this end need to be improved and we are all working towards this direction.

General Education Requirements

All ACT students are required to take a common general education curriculum consisting of 14 modules (42 semester hours) taken optimally in semesters one through five. The General Education Requirements (GERs) are coordinated across divisions and disciplines by the Academic Council with key input from faculty at the division level. The GERs are still placed into three main categories, the Arts and Humanities (six courses, including Freshman English), the Sciences, and the Social Sciences (cf. Reflective Essay on Educational Effectiveness). The list of requirements is published in a number of official documents and ACT's website.

As a mechanism to implement and support student learning outcomes at the institution and program levels, the GER courses are aligned with all academic programs to provide not only breadth of knowledge of the disciplines directly relevant to specific majors but also a number of transferable skills with a professionally-oriented dimension. In addition to developing communication and digital literacy skills, the GER curriculum emphasizes critical thinking and problem solving, quantitative reasoning, civic engagement, conflict resolution, creative expression and ethical integrity. With its solid liberal arts underpinning, the GER curriculum enriches students' educational experiences as they are also exposed to a range of viewpoints and debates that are part of current public discourse.

Student work evidences progression from year to year in terms of breadth and depth of knowledge, ability to select and employ appropriate methodologies to analyze empirical data, and ability to construct a cogent argument on a given topic. At the program level, curricula maps currently reflect more explicitly the skills, knowledge and understanding of all major requirements at each of the three levels taught and at the overall program level. Consequently, teaching, learning and assessment strategies have been clearly outlined to effect: 1) the acquisition of a broad knowledge base and a range of skills in the respective discipline (Level 4), 2) the increased analytical demands, evaluation of information and command of specialized skills in the respective discipline (Level 5), and 3) the critical review, consolidation and synthetic application of knowledge acquisition in the respective discipline (Level 6).

5. Support for students and their learning.
(For apprenticeships this should include details of how student learning is supported in the work place)

The School places special emphasis on the professional development of our graduates, together with their academic progress. There are no apprenticeships involved and there are certain limitations that the Greek law applies on undergraduate programs, as far as the internships/practicums/apprenticeships are concerned. Lately, the Greek State has taken some steps forward and we feel optimistic that soon legalities will allow us to add mandatory internship modules to our curriculum. ACT, together with other private institutions, are working on this end via our legal team and professionals.

On the other hand, we have a range of Academic Support Services that we offer to our students, such as:

- *Financial Aid*
- *A Mentoring Program for students who are academically challenged. As noted, experienced regular and senior adjunct faculty are assigned as Mentors and follow closely their mentees' academic progress and overall college life wellbeing; mentors are expected to submit bi-semester reports and hold meetings with the Dean during the semester to discuss issues arising from the mentoring process.*
- *An academic advising program through which each student is assigned an advisor upon entering his/her freshman year who will offer advice on the students' academic and career plans. Students are expected to meet with their advisors regularly throughout the semester, and especially when they face academic problems or want to withdraw from a module. Students are expected to consult with their advisors prior to registration.*
- *An English Language Competency Program during the first year of study for those students who need support in building their English language proficiency.*
- *A Writing Center, open to all students, to help with writing projects since many are not familiar with project-oriented education and are used to lecture-based classes. The Writing Center also provides Math tutors.*
- *A Business Liaison and Career Services Office through which students are provided assistance with their efforts in preparing graduate school applications and employment search, as well building bridges with the professional world. The office also develops programs and workshops to help with the students' future career plans.*
- *An I.T. center which provides technical assistance and advice, as well as information technology instructional services.*
- *In the Niarchos Technology center, students have access to 4 computer labs and printing services, while in the New Building they have full access to 1 computer lab and printing services.*
- *Extensive Library facilities and assistance.*

- *ACT has a learning disability policy in practice and provides appropriate assistance and compensation to students that have certified needs.*
- *ACT maintains a long-established Committee on Academic Standards and Performance.*
- *ACT provides Internship opportunities and Service learning and Community Service programs to all its students on a volunteer basis, in order for them to promote the development of their social and professional skills.*

6. Criteria for admission

(For apprenticeships this should include details of how the criteria will be used with employers who will be recruiting apprentices.)

Admissions Procedure for First-Year Students are the following:

All first-year candidates are required to submit an application for admission along with the required material. Students may apply through the online portal or a paper-based one. Applications are reviewed by the admissions director and the director of enrollment, who are familiar with a variety of school systems and transcripts.

Application Requirements

Applicants are required to submit the following when applying for admission to the program:

An Application Form.

An official high school transcript of grades. If the candidate has not attended an English- or Greek-speaking high school, an official translation into English is required. An official high school diploma with a minimum grade of 14/20 in the Greek high school system or its equivalent in any other system; a minimum score of 24 in the IB diploma. If the candidate has not attended an English- or Greek-speaking high school, an official translation into English is required.

An official high school diploma. If the candidate has not attended an English- or Greek-speaking high school, an official translation into English is required.

Personal essay.

Official evidence of proficiency in English. Students should submit an English certificate at a minimum level of B2, obtained in the last two years. Exempted are students whose primary

language of instruction at school has been English for the duration of the secondary school studies.

A list of acceptable English test scores is the following:

• Test of English as a Foreign Language (TOEFL), overall score iBT score 80

• FIRST CERTIFICATE IN ENGLISH CAMBRIDGE UNIVERSITY or CAMBRIDGE ASSESSMENT ENGLISH or FIRST CERTIFICATE IN ENGLISH, CAMBRIDGE ASSESSMENT ENGLISH overall score 160-179.

• INTERNATIONAL ENGLISH LANGUAGE TESTING SYSTEM (IELTS), University of Cambridge Local Examinations Syndicate (UCLES) or CAMBRIDGE ASSESSMENT ENGLISH – The British Council – IDP Education Australia IELTS Australia score 5,5 - 6,5.

• (ECCE)- CERTIFICATE OF COMPETENCY IN ENGLISH, MICHIGAN University (ENGLISH LANGUAGE INSTITUTE or Cambridge Michigan Language Assessments - CaMLA or Michigan Language Assessment.)

• TEST OF ENGLISH FOR INTERNATIONAL COMMUNICATION (TOEIC) score 505 - 780, EDUCATIONAL TESTING SERVICE/CHAUNCEY, USA.

• Michigan State University – Certificate of English Language Competency (MSU – CELC) : CEFR B2.

If the qualification is not listed above, the candidate can still apply, as applications are assessed on an individual basis.

A recent passport-size color photograph.

A photocopy of either an ID card or a valid passport (all EU students).

A non-refundable application fee of 70.00 Euro. The application fee should be deposited at one of ACT's bank accounts.

For non-EU students the procedure is the same but follows specific/case-by-case examination of the academic and personal identification documents, depending on the country of origin.

7. Language of study
English

8. Information about non-OU standard assessment regulations (including PSRB requirements)
We have been cooperating with OU (UK) for ten (10) years and this means that a considerable amount of experience has been accumulated, together with a high level of mutual trust. Assessment procedures have been continuously developed and improved. All assessment procedures are described in full detail in module descriptors. During these years, we have managed to create and introduce a number of assessments in line with external examiners' reports and recommendations, so as to better satisfy our goal for a better service to our students. We have also worked closely together during the covid-lockdowns and the remote/online mode of operation. All marking and assessment procedures are explained in the module descriptors, are followed and are available and easily understood by students. Homework, exams and term papers are marked with constructive and positive feedback and returned to students in due time. *All academic programs offered at ACT have specifically-stated learning outcomes at both the degree and the module level. All majors publicize their degree program outcomes, while all module descriptors include clearly articulated module outcomes, with respect to both knowledge and skills.* *At the module level student assessment measures include, depending on the level:* ●*module and homework assignments (formative assessment)* ●*examinations and quizzes (summative assessments)* ●*case studies/projects (summative assessments)* ●*term and research papers (summative assessments)* ●*class reports (formative assessments)* ●*fieldwork observations (formative assessments)* ● *class oral presentations (formative and/or summative assessments)* ●*class participations and discussion (formative assessments)* ● *case-study analysis e.g. business modules (summative assessments)* *Chairs and key faculty have gained new perspectives on module and program design and measurement of fulfillment of outcomes. Over the past few years a concerted effort has been*

launched to complement classroom learning with different forms of experiential learning, effects of which can be measured over the module of a student's residence at the institution.

Student Assessment Strategies aim at:

● *Creating an organic relationship between Assessment and curriculum design - assessment is a central feature of the process of programme design and curriculum development;*

● *Developing clear and consistent Assessment criteria;*

● *Putting in place an assessment feedback mechanism to students that is (a) timely; (b) balanced between formative and summative feedback, which promotes learning and achievement, and encourages improvement;*

● *Building a system that facilitates students learning and supports student progression;*

● *Enabling students through academic support to develop the academic skills that will enable them to progress and achieve on the programs of their choice;*

●*Creating a management of assessment that is efficient, especially regarding the amount and timings of assessment, staff and student workloads, and in the provision of time for reflection by students.*

9. For apprenticeships in England End Point Assessment (EPA).

(Summary of the approved assessment plan and how the academic award fits within this and the EPA)

N/A

10. Methods for evaluating and improving the quality and standards of teaching and learning.

ACT has continued its legacy on offering high-class private education to its students. We maintain a small class-size that cannot exceed 25 students and remain dedicated to the well-being of our students. We remain dedicated to continuously updating and improving, either with minor/small changes or via major developments our quality and standards of teaching and learning. This was demonstrated again during the past five (5) years since the last re-validation in 2018, and especially during the covid-lockdowns. Our infrastructure, our electronic

platforms on teaching and grading, and the high level of expertise of our teaching members have proven efficient and effective. OU staff and EE have recognized this fact in our communication and during the Exam Boards. Quality assurance is very important and is reported and tested on a continuous basis via the on-going procedures, i.e. the two examination boards, the OUCMS, the second marking or the annual evaluation reports.

A major development in infrastructure has been the addition of a new building, the West Hall in 2021-2022. The new building is adjacent to our campus and has added to our resources. West Hall is still getting renovated and it is expected to reach its full potential in September 2023.

As stated before, ACT has traditionally been a teaching rather than a research institution, with emphasis being on the quality of teaching and support to students. We very carefully select our teaching staff and make sure that we offer the necessary conditions for effective teaching and continuous learning. The selection process has various stages, starting from the publicity, to the shortlisting, to the final interviews and mock-lectures that take place in front of an ad-hoc committee comprised of academics and HR representatives.

Following this procedure, we have added two (2) new full-time faculty members in the past five (5) years. This is an extraordinary development for the Business School, as it has been more almost fifteen years (15) since the last full-time hire took place. This is a proof of the School's commitment to progress and growth and adds to our teaching and research capacity.

Finally, the College supports all staff active in research or those attending seminars or conferences, by covering expenses via the Faculty Development Fund that has resources dedicated for such purposes. Selection of sponsored staff is made by the Faculty Senate, which evaluates the submitted proposals.

10. Changes made to the programme since last (re)validation

As already explained, there have been gradual changes and amendments in all business modules in the past five (5) years. All changes to module specifications have already been approved by OU and the External Examiners, according to regulations. There is no major change recommended in this revalidation process.

The only minor change happening is the substitution of a module at level six (6) in the pathway of Tourism. In particular:

- *Module Mgmt 306 Real Estate Management in Tourism is substituted by*
- *Module Mgmt 460 Contemporary Project Management*

Also, changes in title:

- *Marketing 301 is renamed to Marketing Strategy & Brand Management*
- *Management 210 is renamed to Mgmt 310 Human Resources Management*

The new module will offer students the necessary knowledge and skills-set in order to be able to understand-plan-apply and evaluate projects in everyday business. Based on industry feedback, we deemed necessary for Tourism graduates to develop their project management skills. If successful, we may consider to introduce this module to other pathways in the future. Our clear goal is to offer our students updated and contemporary information that would prove useful to their future professional careers. In addition, we continuously develop our module specifications and their respective assessments, so as to help our students develop the right skills necessary for their personal improvement.

Annexe 1 - Curriculum map – Level 4 common to all pathways

This table indicates which study units assume responsibility for delivering (shaded) and assessing (V) particular programme learning outcomes

Level	Study module/unit	Programme outcomes																	
		A 1	A 2	A 3	A 4	A 5	A 6	B 1	B 2	B 3	B 4	C 1	C 2	C 3	C 4	D 1	D 2	D 3
4	MATH 115-Calculus	V	V	V	V	V	V	V	V	V	V	V				V		
	CS 151-Quantitative Computing	V	V	V				V	V	V		V	V				V	V
	MNGT 101-Introduction to Management	V	V	V	V			V	V			V	V			V	V	
	ACC 101-Financial Accounting	V	V	V				V	V	V		V	V			V	V	V
	ECON 101-Introductory Macroeconomics	V	V	V				V	V			V		V		V		V
	ACC 102-Managerial Accounting	V	V	V	V	V	V	V	V		V	V				V		
	MKTG 101-Introduction to Marketing	V			V	V	V	V				V		V		V		V
	ECON 102-Introductory Microeconomics	V	V	V	V			V	V		V	V	V			V	V	

Annexe 1 - Curriculum map-Entrepreneurial Management

This table indicates which study units assume responsibility for delivering (shaded) and assessing (V) particular programme learning outcomes.

Level	Study module/unit	Programme outcomes																	
		A 1	A 2	A 3	A 4	A 5	A 6	B 1	B 2	B 3	B 4	C 1	C 2	C 3	C 4	D 1	D 2	D 3
5	MNGT 201-Organizational Behavior	V		V				V	V			V		V		V		V
	FIN 201-Financial Management	V	V	V	V			V	V	V		V		V		V		
	BUS 241-International Business Law	V	V	V	V	V		V	V		V	V	V	V		V		
	CS 201-Business Computing	V	V	V	V			V		V	V		V		V	V		V
	RES 299-Research Methods	V		V	V	V	V	V	V	V		V	V	V	V	V	V	
	FIN 202-Entrepreneurial Corporate Finance	V	V	V	V	V		V	V			V		V		V		V
	STAT 205-Statistics I	V	V	V	V			V	V	V				V		V	V	
	MNGT 219-Entrepreneurial International Business	V	V	V				V	V			V	V			V	V	

Level	Study module/unit	Programme outcomes																	
		A 1	A 2	A 3	A 4	A 5	A 6	B 1	B 2	B 3	B 4	C 1	C 2	C 3	C 4	D 1	D 2	D 3
6	MNGT 322-Business Strategy I	V	V					V	V		V	V	V		V	V	V	
	MNGT 312-Operations Management	V	V	V				V	V			V	V			V	V	
	MKTG 330-Consumer Behavior	V	V	V	V	V		V	V			V	V			V	V	
	MNGT 323-Business Strategy II-Capstone Project	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V
	MNGT 310-Human Resources Mgmt	V	V	V	V	V	V	V	V	V		V	V	V		V		V
	MNGT 330-Entrepreneurship and Innovation	V	V				V	V	V			V	V			V	V	V
	MKTG 301- Marketing Strategy & Brand Mgmt	V	V	V	V	V	V	V	V	V		V	V	V		V		V
	MNGT 341-Business in Greece and the EU	V	V	V			V	V	V			V	V			V	V	

Annexe 1 - Curriculum map-Marketing

This table indicates which study units assume responsibility for delivering (shaded) and assessing (V) particular programme learning outcomes.

Level	Study module/unit	Programme outcomes																	
		A 1	A 2	A 3	A 4	A 5	A 6	B 1	B 2	B 3	B 4	C 1	C 2	C 3	C 4	D 1	D 2	D 3
5	MNGT 201-Organizational Behavior	V		V				V	V			V		V		V		V
	FIN 201-Financial Management	V	V	V	V			V	V	V		V		V		V		
	BUS 241-International Business Law	V	V	V	V	V		V	V		V	V	V	V		V		
	CS 201-Business Computing	V	V	V	V			V		V	V		V		V	V		V
	MKTG 200-Public Relations	V	V					V	V			V		V		V		V
	STAT 205-Statistics I	V	V	V	V			V	V					V		V	V	
	RES 299-Research Methods	V		V	V	V	V	V	V	V		V	V	V	V	V	V	
	MKTG 214-Advertising	V	V		V	V	V	V	V	V		V		V		V		V

Level	Study module/unit	Programme outcomes																	
		A 1	A 2	A 3	A 4	A 5	A 6	B 1	B 2	B 3	B 4	C 1	C 2	C 3	C 4	D 1	D 2	D 3
6	MNGT 322-Business Strategy I	V	V					V	V		V	V	V		V	V	V	
	MKTG 324-E-Marketing	V	V	V	V	V	V	V	V			V	V			V	V	
	MKTG 330-Consumer Behavior	V	V	V	V	V	V	V	V			V	V			V	V	
	MNGT 312-Operations Management	V	V	V				V	V			V	V			V	V	
	MNGT 323-Business Strategy II-Capstone Project	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V
	MKTG 320-Marketing Research	V	V	V	V		V	V	V			V	V			V	V	
	MKTG 318-Global Marketing	V	V	V	V		V	V	V	V		V	V			V		
	MKTG 301- Marketing Strategy & Brand Mgmt	V	V	V	V	V	V	V	V	V		V	V	V		V		V

Annexe 1 - Curriculum map-International Business & Finance

This table indicates which study units assume responsibility for delivering (shaded) and assessing (V) particular programme learning outcomes.

Level	Study module/unit	Programme outcomes																
		A 1	A 2	A 3	A 4	A 5	A 6	B 1	B 2	B 3	B 4	C 1	C 2	C 3	C 4	D 1	D 2	D 3
5	MNGT 201-Organizational Behavior	V		V				V	V			V		V		V		V
	FIN 201-Financial Management	V	V	V	V			V	V	V		V		V		V		
	BUS 241-International Business Law	V	V	V	V	V		V	V		V	V	V	V		V		
	CS 201-Business Computing	V	V	V	V			V		V	V		V		V	V		V
	RES 299-Research Methods	V		V	V	V	V	V	V	V		V	V	V	V	V	V	
	STAT 205-Statistics I	V	V	V	V			V	V					V		V	V	
	FIN 202-Entrepreneurial Corporate Finance	V	V	V	V	V		V	V			V		V		V		V
	MNGT 219-Entrepreneurial International Business	V	V	V				V	V			V	V			V	V	

Level	Study module/unit	Programme outcomes																
		A 1	A 2	A 3	A 4	A 5	A 6	B 1	B 2	B 3	B 4	C 1	C 2	C 3	C 4	D 1	D 2	D 3
6	MNGT 322-Business Strategy I	V	V					V	V		V	V	V		V	V	V	
	FIN 232-International Finance	V	V	V			V	V	V			V	V			V	V	
	MNGT 312-Operations Management	V	V	V				V	V			V	V			V	V	
	MNGT 341-Business in Greece and the EU	V	V	V			V	V	V			V	V			V	V	
	MNGT 323-Business Strategy II-Capstone Project	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V
	FIN 220-Investment and Portfolio Management	V	V	V			V	V	V			V	V			V	V	
	ECON 332-International Economics	V	V				V	V	V			V	V			V	V	
	MKTG 318-Global Marketing	V	V	V	V			V	V	V		V	V			V		

Annexe 1 - Curriculum map-Tourism

This table indicates which study units assume responsibility for delivering (shaded) and assessing (V) particular programme learning outcomes.

Level	Study module/unit	Programme outcomes																	
		A 1	A 2	A 3	A 4	A 5	A 6	B 1	B 2	B 3	B 4	C 1	C 2	C3	C 4	D 1	D 2	D 3
5	MNGT 201-Organizational Behavior	V		V				V	V			V		V	V		V	V
	FIN 201-Financial Management	V	V	V	V			V	V	V		V		V	V			
	BUS 241-International Business Law	V	V	V	V	V		V	V		V	V	V	V	V			
	CS 201-Business Computing	V	V	V	V			V		V	V		V		V	V	V	V
	MKTG 201-Tourism Marketing	V	V	V			V	V	V	V		V		V		V		V
	MNGT 203-Hospitality Management	V	V	V			V	V	V	V		V		V		V		V
	MNGT 202-Destination Management	V	V	V			V	V	V	V		V		V		V		V
	STAT 205-Statistics I	V	V	V	V			V	V	V				V		V	V	

Level	Study module/unit	Programme outcomes																	
		A 1	A 2	A 3	A 4	A 5	A 6	B 1	B 2	B 3	B 4	C 1	C 2	C 3	C4	D 1	D 2	D 3
6	MNGT 322-Business Strategy I	V	V					V	V		V	V	V		V	V	V	V	
	MNGT 460-Contemporary Project Management	V		V			V	V	V	V		V	V	V	V	V		V
	MKTG 320-Marketing Research	V	V	V	V		V	V	V			V	V			V	V	
	MNGT 305-HR in Hotel & Tourism	V		V	V	V	V	V	V	V		V	V	V		V		V
	MNGT 323-Business Strategy II-Capstone Project	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V	V
	MNGT 302-Revenue Management	V	V	V	V	V	V	V	V	V	V	V	V	V		V		
	MNGT 303-Events Management	V	V		V	V	V	V	V	V		V	V	V		V	V	V
	MKTG 303-E-Business for Tourism	V	V		V	V	V	V	V	V		V	V	V		V		V